



CALIBURGER ENTERS FRANCHISE AGREEMENT TO DEVELOP 10 UNITS IN MARYLAND

First Franchised Stores To Open After Company Units In DC

Washington DC – July 29, 2014 – CaliBurger™ announced today that it has executed a franchise agreement with an experienced operator to develop ten CaliBurger restaurants in Maryland. The opening of the first franchised restaurants will follow the launch of CaliBurger’s company owned units in Washington DC.

The franchisee is Goel Management LLC, an organization that operates a portfolio of Baja Fresh restaurants in the Maryland area. Sumeet Goel, President of the firm, stated: “We wanted to take a position in the growing premium burger market with a brand that stands out among its competitors based on the value proposition; CaliBurger provides the highest quality product we have tried at a meaningful price discount to its competitors. Additionally, CaliBurger’s technology platform will completely change the QSR experience, from the efficiency of the ordering process to in-store wireless mobile charging capabilities to group interaction with the Video Walls. Finally, we see an opportunity to complete low cost conversions of existing locations being used by other premium burger concepts that have been unable to scale due to their much higher price points.”

CaliBurger has operations in Asia, the Middle East, and Europe and was recently named a “Global Top Five” restaurant by Bloomberg (http://www.bloombergbriefs.com/content/uploads/sites/2/2014/06/Reserve_070114.pdf).

ABOUT CALIBURGER

CaliBurger is a 21st century revival of the classic California burger joint. Our founders are California-bred with global ambitions, bringing the best of California culture, technology, imagery and food to markets that have long craved the famous California style burger. CaliBurger provides a premium quality burger experience at an accessible QSR price point. CaliBurger’s products feature the highest quality beef, buns baked fresh, top-grade chicken, hand-selected vegetables, zero trans-fat oils, sauces made in house, and hand-mixed shakes. Our made-to-order meals are always prepared in open kitchens, and our restaurants incorporate advanced technologies to create a unique dining experience. CaliBurger customers can enjoy a taste of California in an environment that looks, smells, and feels like California. For more information, please visit www.caliburger.com.